

**NETWORK ACTIVITY  
INTERNATIONAL AUDIT REPORT**



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**certainty in a virtual world**

**Site Name: Monkey**

**Network Domains:**

[List on page 2](#)

**Period Covered by Certificate:**

17 January - 30 January 2007

**Site Content: (Publisher's Statement)**

Monkey is the world's first weekly digital men's magazine. Monkey is the first men's magazine in the world to bring you full, living, breathing, singing, dancing, stripping, and exploding video. You can watch videos and movie trailers, listen to the latest in music and share incredible stuff with your friends. Join the Monkey party today!

**Publisher:**

Dennis Interactive  
30 Cleveland Street  
London  
W1T 4JD

**Contact:**

Kerin O'Connor  
Executive Editor  
020 7907 6452  
[kerin\\_o'connor@dennis.co.uk](mailto:kerin_o'connor@dennis.co.uk)



**1. Total qualifying traffic for the certification period 17 January - 30 January 2007**

	<u>Total</u>
Unique Users	268,348
Publication Opened (Average for 2 issues)	209,612



## 2. Network Domains

[www.monkeymag.co.uk](http://www.monkeymag.co.uk)

<http://dennis.cerosmedia.com>



### 3. Additional Notes

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

### 4. Definitions used in this document

UNIQUE USER: Is defined as "The total number of unique combinations of a valid identifier. Sites may use (i) IP+UserAgent, (ii) Cookie and/or (iii) Registration ID." Note that where USERS are allocated IP addresses dynamically (for example by dial-up Internet Service Providers), this definition may overstate or understate the real number of individual USERS concerned.

PUBLICATION OPENED: Is defined as "A File or combination of files that represent the Page Impressions for the first page/cover of an online magazine served in response to a valid request by a valid User"

SYNDICATED CONTENT: Is defined as "Content served by a third party into the certified site's PAGE IMPRESSIONS, or content served by the certified site into a third party's PAGE IMPRESSIONS". Such content may be claimed as valid traffic by both parties. Syndicated content may or may not be included in the traffic certified.

INVALID TRAFFIC: Is defined as "Traffic generated by web site development activity, whether by the site or by its agents and automated search engines, indexers, robots, spiders etc. as defined by ABC ELECTRONIC on a list of user agents see ([www.abce.org.uk](http://www.abce.org.uk))".

For more detailed information go to: [www.abce.org.uk](http://www.abce.org.uk)

### 6. Counting System

This site used a development of Applecart Solutions' Ceros e-zine system ([www.freshmediagroup.com](http://www.freshmediagroup.com)) and a third party to count the data supporting this certificate.



### 7. Audit Report from Electronic Media Audits Limited

We have examined the activity records and other data presented by this WWW site for the period covered by this Audit Report. Our examinations were made in accordance with established procedures and included such tests and other audit procedures as we considered necessary under the circumstances. In our opinion, the WWW site activity shown is fairly stated in this report and the other data contained in this report are fairly stated in all respects material to the activity.

While ABC ELECTRONIC has conducted successful checks to gain confidence in the authenticity and validity of the original traffic, we have not expressly audited for fraud or negligence.



Electronic Media Audits Limited (ABC ELECTRONIC)  
February 2007

